

UFI Info

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Photo: China Foreign Trade Centre delegation at UFI headquarters.



Photo: UFI at CEFCO.



Photo: BIEC 10th anniversary



Photo: UFI's 18th Global Barometer released.



Photo: UFI joins jury at TCEB's ASEAN Rising Awards programme.

Calendar of UFI events and meetings 2017

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
Executive Committee Meeting	8 February	Barcelona (Spain)
Global CEO Summit (GCS)	8 - 10 February	Barcelona (Spain)
Education Forum on Sustainability	21 - 22 February	Singapore (Singapore)
Associations' Committee Meeting	23 February	Singapore (Singapore)
Asia-Pacific Chapter Meeting	23 February	Singapore (Singapore)
Open Seminar in Asia	23 - 24 February	Singapore (Singapore)
Operations & Services Focus Meeting	23 - 24 March	Utrecht (The Netherlands)
Executive Committee Meeting	27 March	Coral Gables (USA)
European Conference (Open Seminar)	10 - 12 May	Cologne (Germany)
International Summer University (ISU)	30 May - 2 June	Cologne (Germany)
Global Exhibitions Day	7 June	Global
Executive Committee Meeting	12 - 13 September	Hanover (Germany)
84 th Global Congress	1 - 4 November	Sandton (South Africa)

Online	Date	Location
#UFIChat	14 February	Twitter

UFI supported events

Meeting	Date	Venue
SISO CEO Summit	27 - 30 March 2017	Miami (USA)

UFI Diamond Sponsors



UFI Media Partners



Welcome



**Dear UFI members,
dear colleagues,**

as this is the first UFI Info in 2017, and as it reaches you just a few days after the Chinese New Year, let me begin by sending all of you my best wishes for the coming year – most importantly: health, happiness, and of course good business!

Supporting your business through networking opportunities is one of the key tasks of our association. UFI is doing this in many ways. In addition to the events that the UFI team organises throughout the year and around the world, we are closely involved in a range of other events as partners.

One of these is CEFCO, the “China Expo Forum for International Cooperation”, an annual industry gathering in China, organised by CCPIT, the China Council for the Promotion of International Trade. From humble beginnings, this meeting has grown over the years, and last month the 13th edition in Macau again drew an audience of hundreds of Chinese exhibition industry professionals. UFI has been a co-host of this event for many years, connecting organisers, venues and service providers from our membership base with the growing Chinese market, and sharing UFI research insights and expertise with the audience. In Macau, I signed an updated agreement that confirms this collaboration for four more years. This means UFI will continue to work together with the other main event partners SISO and IAEE, for the benefit of our industry.

In the coming weeks, two of UFI’s own events will be a focus of our work: From 8 - 10 February, the Global CEO Summit will again bring together 100+ top tier industry leaders in Barcelona (Spain). There, we will discuss with economists how the current political and economic developments around the world will impact our businesses in the short to mid term. But we will also address mid to long term matters, diversity being one of them. Whenever I have attended this event in past years, I have left with new ideas and insights that I could apply in my work at Deutsche Messe right away. For many it is the highlight of our annual programme, and most efficient networking at CxO-level.

Just two weeks later, the Asia-Pacific Seminar will take place in Singapore, aligned with a two-day educational forum on sustainability. This, our regional spring conference for Asia, has really grown over the past years, and has become a “must attend” event for many of our members in – and beyond – Asia.

You will find more information about all these events in this UFI Info – and I look forward to seeing many of you in Barcelona or Singapore!

Best regards,



Andreas Gruchow
UFI President

Growth and trust



Happy New Year to all of you all around the world! With our industry off to the usual busy start of the year, the early show reports that are reaching us, whether from CES in Las Vegas, or Domotex in Hanover, or from the Hong Kong Toys & Games Fair, are talking about growth in numbers and relevance.

This is great news, as a lot of the public debate these days is focused on sluggish growth in many economies and uncertain prospects. However, at our recent Global Congress in Shanghai, one speaker told us that this year the global exhibition industry might actually grow faster than the global economy on average.

So – we are an attractive industry for many, and we’re constantly seeing new organisers and show launches around the world. At the same time, we are being challenged from inside and outside our industry to deliver proof that the huge shares of marketing budgets that our exhibitors spend at our shows are money well invested.

It is easy for digital marketing channels to deliver data on reach, generated clicks, initiated actions, and other digital “currencies”. In comparison, our currencies are mainly about the quantity and quality of the people and companies coming to exhibitions to sell as exhibitors or to buy as visitors – and not so much about the connections that these shows create, or their transactions at the event. Both digital tools and exhibitions have a broad variety of measurables, differing between countries and regions, based on the respective legal frameworks and industry developments.

This is an ongoing discussion in our industry: how can we do better on measuring the value of exhibitions? And it applies outside our industry too. As the recent discussion with ISO (see UFI Info December) shows, we are well advised to work on clear, comparable data and currencies that help us to show the value of our exhibitions.

Therefore it is all the more important that there are ways and means for organisers to show to their exhibitors that their exhibitions are quality marketplaces and events. Promoting and supporting quality in exhibitions is one of the cornerstones of UFI’s very existence – our activities on this go back all the way to UFI’s founding year in 1925.

In this spirit, and after one year of dialogue within UFI, we have upgraded what is arguably the world’s most sought-after quality certification for exhibitions and events: UFI’s Approved Event scheme. Through this programme, we are giving each of you, our members, the opportunity to show that your exhibition, your show, adheres to globally developed and accepted industry quality standards – developed by UFI members for the industry. The core of it is not a “checklist” or a scoring system, but a commitment to standards, and a willingness to prove regularly, through independent audits, that your data on exhibitors and visitors is correct. You will find more about this in the current edition of UFI Info.

I would like to thank everyone who helped us achieve this evolution of the UFI Approved Event programme. I want to invite all of you to make good use of the certification – to show your customers the value of your event. And by the way – all three of the shows listed above are UFI approved, so you can trust their statements.

Best regards,



Kai Hattendorf
UFI Managing Director / CEO

UFI Approved Event accreditation scheme expanded

At the recent UFI Global Congress in Shanghai, the UFI Executive Committee and UFI Board of Directors decided to expand the reach of the UFI Approved Event label, our unique accreditation scheme for exhibitions and trade shows.

Quality exhibitions and events that focus on **national** audiences can now apply for, and receive, UFI Approved Event accreditation.

Previously, UFI approval was reserved for exhibitions that meet the highest global standards, provide officially audited statistics, and serve an **international** market. Under the new system, organisers can apply for either “UFI Approved Event” status or “UFI Approved International Event” status, depending on their proportion of international visitors and exhibitors. So basically, the criteria remain the same, apart from a specific international requirement for UFI Approved International Events.

The key to quality is the willingness of organisers to have their exhibitions and events audited, and this sets the UFI seal apart from many other “certifications”. To reflect this quality and strength, we have designed two new logos, one for UFI Approved Events and one for UFI Approved International Events. We have also developed marketing collateral to explain what UFI Approved Event and UFI Approved International Events are all about, and why buyers and sellers can rely on the UFI brand to choose the best possible marketing experience. UFI logos are well known, and potential exhibitors or visitors are more likely to travel to, and participate in, an exhibition with global recognition.

For more information on UFI Approved Events and UFI Approved International Events, and the marketing collateral referred to above, please [click here](#) or go to www.ufi.org/uae.

The UFI Approved Event and UFI Approved International Event



Compare the two lists in the tables to see if your exhibition or trade show is eligible for the UFI Approved Event or UFI Approved International Event quality label.

UFI Approved Event criteria

- ✓ The exhibition must have taken place twice already.
- ✓ Audited statistics must be provided about the exhibition, in accordance with UFI's Auditing Rules, detailing:
 - total net exhibition space;
 - number of national and foreign exhibitors;
 - number of national and foreign visits or visitors.
- ✓ The exhibition must take place in an appropriate, permanent structure.
- ✓ The host venue must be fully functioning, well maintained, and have effective Health and Safety procedures in place.
- ✓ Exhibition materials, such as catalogues and advertising, are available in English.



UFI Approved International Event criteria

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 - number of national and foreign visits or visitors.
 - ✓ The exhibition must take place in an appropriate, permanent structure.
 - ✓ The host venue must be fully functioning, well maintained, and have effective Health and Safety procedures in place.
 - ✓ Exhibition materials, such as catalogues and advertising, are available in English.
- Plus an additional international requirement...**
- ✓ Either direct foreign exhibitors must make up at least 10% of the total number of exhibitors;
 - ✓ Or the number of foreign visitors or visits must represent at least 5% of the total number of visitors or visits.



UFI statement on US travel ban

U.S. President Donald J. Trump has issued an order to temporarily ban visitors from seven countries from entering the United States. On this matter UFI, as the Global Association for the Exhibition Industry, states:

Latest UFI research shows that more than half of the companies in the US exhibition industry are expecting a negative impact from recent political developments in the world, including the outcome of the U.S. presidential elections. This endangers the recent solid growth of the U.S. exhibition industry. Dr. Andreas Gruchow, UFI President, comments: "International exhibitions rely on the free exchange of goods and ideas, and on business people from all around the world having access to these unique market places. Most leading exhibition markets aim to become ever more international to serve these needs, and to grow as businesses. As countless impact studies show, this growth hugely benefits local, regional, and national economies, who benefit from the direct business that exhibitors and attendees bring to town. Exhibitions are not only good businesses – they are also an enormous catalyst for economic growth.

Dr. Gruchow continues: **"As the Global Association of the Exhibition Industry, UFI is always promoting free exchange of ideas and travel for mutual benefit. As an industry, we are representing billions of Euro in direct and indirect economic investments. We call upon associations and businesses in our industry to also make their voices heard on this matter, and we stand ready to support them through activities like 'Global Exhibitions Day' on June 7."**

For more about the UFI research quoted above please contact us directly.

Call for entries

2017 UFI Awards and Competitions



Education Award 2017

Retention
How to keep key competencies in the company

 The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/awards

Apply until 28 February 2017



UFI Technology Award 2017

Digital Innovation
What will be our solution for the future?

 The Global Association of the Exhibition Industry

ictaward@ufi.org
www.ufi.org/awards

Apply until 27 February 2017



21st International Fair Poster Competition

Send your event posters until 30 June 2017

 The Global Association of the Exhibition Industry

angela@ufi.org
www.ufi.org/postercompetition

Apply until 30 June 2017

Next Generation Leadership

The NGL Grant promotes next-generation leadership in the exhibition industry, rewarding professionals who show clear initiatives in driving change and innovation in their area of activity.

The NGL Grant reflects UFI's commitment to recognising the best talents within the exhibition industry by closely involving them in the programme of our largest annual event for the global exhibition industry, the UFI Global Congress.

UFI is therefore looking for up to four outstanding professionals, who are ready and willing to speak at a dedicated session at the 84th UFI Global Congress in Sandton, Johannesburg, from 1-4 November 2017, in front of an audience of 400+ high ranking industry players. The process will involve not only preparing the presentation, but also careful planning and teamwork.

BENEFITS

- global recognition among exhibition professionals before, during and after the UFI Global Congress;
- being part of an exciting initiative valued by exhibition colleagues worldwide;
- opportunity to enhance network with peers and industry leaders;
- interviews in industry media;
- expert guidance throughout the project by UFI.

APPLICANTS:

- must be actively employed full-time in the exhibition industry;
- must not have more than ten years of work experience in

the exhibition industry;

- must be able to drive the project in addition to daily responsibilities at work;
- must be available for: a working group meeting from 10-11 May 2017 in Cologne (Germany) integrated in the UFI European Conference and the 84th UFI Global Congress from 1-4 November 2017 in Joburg (South Africa).

COMMITMENT

- travel and participate in working group meeting and the Congress itself;
- May-Nov bi-weekly calls (~ 30 min) with UFI and group members;
- research and preparation for the Congress session;
- work within and support the NGL Grant group.

APPLY UNTIL 26 MARCH 2017

Your application in English language must include:

- your CV;
- a video (maximum one-minute) introducing yourself;
- a written statement from your employer that you will be able to attend both working group meetings in Cologne and Paris and the UFI Global Congress in Johannesburg in person;
- a written application (maximum two pages) stating:
 - your concrete idea(s) to drive change and innovation in the exhibition industry;
 - your reason(s) for choosing to work in the exhibition industry;
 - your motivation to participate in the NGL Grant;
 - reason why you should be chosen.

SELECTION PROCEDURE

The Grant will be awarded to a maximum of five selected applicants. All applications will be judged by the NGL Grant Jury. This decision will be final. All entries submitted will be treated as confidential and will only be used for the selection process.



Apply here:
NGLgrant@ufi.org

UFI's Global Barometer shows exhibition industry geared for further growth in 2017

- **Positive mood dampened by political developments around the world as half of those polled expect significant or limited economic impact for exhibitions and events**
- **Among the most important business issues, rising competition within the exhibition industry gains in importance**
- **Large majority of companies globally intend to develop new activities to create growth**

Despite an ongoing slowdown in global economic growth, and a decline in open trade promoters on the international stage, the exhibition industry remains geared for continued growth in 2017. Results of the 18th UFI Global Barometer survey indicate turnover increases for a majority of companies in 2017, following two years of relatively stable levels of operating profit.

This latest edition of UFI's biannual industry survey was concluded in January 2017 and includes data from **240 companies in 54 countries**. The study delivers outlooks and analysis on ten major markets: Brazil, China, Germany, Italy, Mexico, Russia, South Africa, Thailand, the UK and the US. In addition, four aggregated regional zones have been analysed.

The US, Mexico, China and the UK perform above average. Brazil and Russia also indicate a positive trend in turnover, but for 2017 only. In Germany and Italy however, 2017 appears at this stage weaker than 2016.

When asked about the **possible impact of recent major political developments** (such as the Brexit vote in the UK, the failed coup in Turkey, and the US presidential elections) on international trade and the exhibition industry, 45% of participants globally anticipate a limited or significant negative impact on business. At country level, Mexico (60%) and the US (54%) report the highest degrees of concern. By comparison an average of only one in ten respondents expects recent political developments to have a positive impact on business. On average, 20% anticipate no impact, and 20-30% are unsure.

A **core question of UFI's Global Barometer asks for the "most important business issues" companies are currently facing**. As has been the case in recent years "State of the national/regional economy" and "Global economic uncertainty" retain their top positions, yet both items receive slightly less attention than six months ago. In contrast, "Competition from within the industry" has seen a measurable rise in importance, closing the previous gap with the other two top issues. "Impact of digitalisation" receives high relevance in Germany (21%) and most countries in Central and South America (20%)

Covering the **strategic outlook of the global exhibition industry**, the barometer shows an ongoing expansion in the industry's business activities globally, both at companies' home bases and in new geographical markets. A large majority of companies from all regions intend to develop new activities, either in the classic range of exhibition industry activities (venue/organiser/services), or in other live or virtual events, or in both. An average of four out of 10 companies also declare an intention to develop operations in new countries. This figure is particularly high for companies based in the UK (70%), the US (67%) and the Middle East (57%).

Kai Hattendorf, UFI Managing Director, says: "Some economists are predicting that the exhibition industry will outperform the global economy in its growth rate in 2017. The UFI Global Barometer shows that indeed there is cause for optimism on the global scale. At the same time, political developments in key markets for our industry are causing concern, and negative impacts are expected by many. The data in this research underlines the need for organisers, venues and service providers to remain flexible and alert."

The 18th Global Barometer survey, conducted in December 2016, covers insights given by 240 companies from 54 countries. It is conducted in collaboration with AAXO (The Association of African Exhibition Organizers) and EXSA (Exhibition and Events Association of Southern Africa) in South Africa, AEO (Association of Event Organisers) in the UK, AFIDA (Asociación Internacional de Ferias de América) for Central and South America, AMPROFEC (Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones) in Mexico, SISO (Society of Independent Show Organizers) in the USA, TEA (Thai Exhibition Association) in Thailand and UBRAFE (União Brasileira dos Promotores Feiras) in Brazil.

In line with UFI's objective to provide vital data and best practices to the whole exhibition industry, the full results can be downloaded at www.ufi.org/research.

The next UFI Global Barometer Survey will be conducted in June 2017.

2017 UFI elections

Which role can you take over?

As John Maxwell once said, “a leader is one who knows the way, goes the way, and shows the way”.

It has already been three years since the last UFI leadership elections in 2014, and this year marks once more the renewal of the leadership positions within UFI’s governing bodies and working committees, with the elections taking place over the course of the year. All newly elected leaders will be approved by the General Assembly in Johannesburg during the UFI Congress in November 2017, to assume their new roles straight after the Congress.

Regional Chapters

Within the UFI Regional Chapters, we will be seeking candidates for the roles of Chair and Vice Chair.

Associations Committee

Within the UFI Associations Committee, we will need a Chair and Vice Chair. The call for candidates for the Chapters and Associations Committee will commence towards the end of April, with the elections taking place in June.

Board of Directors

With regards to the UFI Board of Directors, eligible candidates are invited to put their names forward during the month of **June**. There will be 47 seats in total. Of these, 24 are fixed seats allocated to countries representing 50% or more of UFI’s total membership revenue from organisers and venues, and 23 are seats in competition, to be distributed among UFI’s Chapters (not counting the countries with fixed seats). Elections for UFI’s Board of Directors will commence in **September**. Chairs of UFI Regional Chapters will automatically have seats on the Board of Directors and the Executive Committee. The Chair and Vice-Chair of the Associations Committee will have a seat on the Board of Directors.

Executive Committee

The new UFI Executive Committee will be elected by the new Board during the UFI Congress in November 2017.

The call for candidates for all these seats – and the elections themselves – will be carried out in writing via email in accordance with the UFI Internal Rules, and validated by a third party auditor (SOFIDEEC, our chartered accountants).

Working Committees

With regards to UFI’s Working Committees, the Chair and Vice Chair are chosen (and voted upon) by the members of each committee, and are then validated by the UFI Executive Committee.

UFI runs the following Working Committees:

- HR Manager
- ICT
- Marketing
- Operations & Services
- Sustainable Development

More information will follow in next month’s UFI Info, but now is perhaps the time for you to consider if you would like to be part of the UFI leadership, and if you have the time and resources to devote to these important roles. Becoming part of the UFI’s global leadership is an important undertaking, and can be very rewarding.

If you have any questions in the meantime, kindly contact Sonia Thomas sonia@ufi.org.

Only UFI members that are up to date with their membership fees can stand for election, and vote.

Global Exhibitions Day

Think Global – Act Local



UFI is inviting people around the world to get involved

Preparations are underway for Global Exhibitions Day ([#GED17](#)) on 7 June 2017, and UFI is inviting people around the world to get involved.

GED is a chance to celebrate the exhibition industry and highlight its positive impact on jobs, business, innovation and local investment.

Online, and through an array of national and local events, people on every continent are expected to join the GED17 campaign, from venues and organisers to students, local partners and public authorities. **“UFI is calling on everyone working in exhibitions and trade shows to take part in Global Exhibitions Day on 7 June, and share their initiatives loud and proud!”** says Dr Andreas Gruchow, President of UFI, which built the global GED network last year and coordinates the global effort together with an international GED17 task force. **“In 2016 the inaugural GED brought our industry together for the first time ever to promote the value of exhibitions worldwide. It created a real buzz, and GED17 will be even bigger: it’s an exciting joint global effort that looks set to grow every year,”** Dr Gruchow added.

Thanks to UFI’s unique network of national exhibition associations, exhibition professionals are already stepping up with plans for GED17 activities in their countries.

With the title - **Think Global, Act Local**- , GED17 puts a special focus on the human side of face-to-face exhibitions. It will highlight the business and marketing opportunities, diverse jobs, inspirational exchanges and local investment created by the exhibition industry worldwide.

In 2016, the first ever Global Exhibitions Day mobilised thousands of industry professionals from 60 countries. National events and company-wide GED activities included LiveCom Academy, Let’s Meet at the Fair, a ‘sympathy sleepout’ and a GED run.

There were meetings with government officials, press conferences, seminars and open houses. Social media also buzzed with #GED activity. The Facebook group received on average 200 new members a day in the run-up to GED, and countless photos, videos, GIFs, media releases, articles and discussions were shared with tens of thousands of supporters.

How to get involved in this year’s GED, and become part of a growing global community:

- Check the [list of national associations](#) to find your nearest GED17 event
- [Find inspiration](#) for setting up your own GED17 initiative
- Use the GED17 promotional toolkit – logos and social media guides (contact: ged@ufi.org)
- Follow GED17 latest developments and motivate your friends and colleagues to spread the word: twitter [@GED_2017](#) and [GED facebook group](#).



Today we count 38 GED partner associations under the UFI umbrella: AAXO (South Africa), AEFI (Italy), AEO (UK), AFE (Spain), AFECA (Asia), AFIDA (Central & South America), AMPROFEC (Mexico), AOCA (Argentina), AUMA (Germany), CAEM (Canada), CEFA (Central Europe), CENTREX (Central Europe), CFI (Italy), EEAA (Australasia), EEIA (EU), EFU (Ukraine), EMECA (Europe), EXSA (South Africa), FAIRLINK (Sweden), FAMAB (Germany), HKECIA (Hong-Kong), IAEE (USA), IDFA (Germany), IECA (Indonesia), IEIA (India), IELA (Global), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macao), PCEI (Poland), RUEF (Russia), SACEOS (Singapore), SECB (Singapore), SISO (USA), TEA (Thailand), TFOA (Turkey), UBRAFE (Brazil) and UNIMEV (France).

UFI headquarters update

UFI names Carine Sire Regional Manager Europe



We have appointed Carine Sire to the newly installed role of Regional Manager Europe, based in UFI's Paris headquarters. UFI created the new position in a drive to strengthen links with its more than 300 European members, raise awareness of Europe-based members and partner associations, and encourage more events professionals to get involved in UFI. Carine's appointment as Regional Manager is her latest step in a 12-year career with UFI.

"With both her wide network with UFI's members and her experience in UFI's work Carine Sire is a natural choice for this new position", says UFI Managing Director Kai Hattendorf. "I'm sure our members in Europe will enjoy working with her."

As well as acting as the day-to-day link between UFI and European members, Sire will focus on the annual UFI European Conference ("Open Seminar"), which this year takes place in Cologne (Germany) from 8-10 May. The event will run under the title "It's time" and focus on priorities for the upcoming and ongoing investment cycle into European venues.

As Regional Manager for Europe, Sire will operationally manage the UFI European Chapter, supporting the Chapter Leadership, as well as work on UFI's partnership with EMECA in Brussels through the joint EEIA presence.

"I'm grateful for this opportunity to bring UFI closer to our colleagues across Europe, and I'm looking forward to building new relations while keeping in touch with the people I've got to know so well over the years", says Carine Sire.

UFI was founded in Milan (Italy), in 1925, and has grown into the leading global association serving and representing the industry. Members range from small businesses serving the exhibition industry to some of the largest venue operators in Europe. Today, more than 600 UFI Approved International Events take place in Europe.

With two new hires at the end of 2016, the team at UFI's headquarters is now made up of 15 colleagues with multiple nationalities, reflecting the global reach.

m+a & UFI weekly re-launched



Every week, the m+a | UFI Exhibition Newsletter sums up the latest developments of our industry from around the world for UFI members. But while the content is refreshed every week, the newsletter's appearance had become slightly outdated.

Not any more. In January, a refreshed, updated version of the newsletter was sent out for the first time. The team at UFI media partner m+a has developed a new look and feel, with feedback and analysis from the UFI team.

"We know that many of our members read the newsletter while they are travelling on business, so just like the ufi.org website, the newsletter is now adapted to mobile devices like smartphones and tablets," says Angela Herberholz, UFI's Marketing and Communication Manager. "New as well is the option to send and share individual news straight from the newsletter to Facebook, LinkedIn, and Twitter – another feature that will make it easy for our members to share UFI's and m+a's stories straight on their websites and on social media," she continues.

"We are very pleased to update this weekly industry standard – we know that it has over the years become a must read for people all over the world," says Dorit Vogel-Seib, project lead at m+a.

If you are not yet receiving the "m+a | UFI weekly update", you can [register here](#) as a UFI member.

Please send your media releases directly to Dr Gwen Kaufmann gwen.kaufmann@dfv.de at m+a.

Your feedback matters! Please contact Angela Herberholz at angela@ufi.org.



EEIA: News from Brussels

Exhibition Industry EU Dialogue on 1 March 2017 in Brussels

We kindly invite you to enter into direct dialogue with Brussels! While EEIA's day-to-day business is to transport our industry's messages to the EU institutions, we think it is time to test a new format that brings you to the heart of Brussels decision making. We are organising an event that will put you in touch directly with EU representatives on the latest issues of relevance to the exhibition sector. AUMA has a long tradition in building relations with EU bodies, with the strong support of its representation in Brussels. So EEIA and AUMA have joined forces and bundled several meetings to avoid duplication and multiple travel: EEIA and AUMA are co-organising the core event – the Exhibition Industry EU Dialogue. In addition, AUMA will hold its Brussels Round Table before, and EMECA its EU Working Group after, the Exhibition Industry EU Dialogue, for their respective members only.

We would like to encourage direct exchange with our guest speakers and invite you to voice your questions, proposals or concerns openly! This will help both sides to achieve better understanding, bring new insights and perhaps practical ideas to you - and in the long run help achieve the exhibition industry's political goals.

We will cover EU policies in fields that concern our industry in Europe, such as Tourism and Destination Europe Marketing, Economic Diplomacy, SME internationalisation and related policies and programmes - and take a close look at the broader political-economic picture with speakers on foreign relations and trade agreements covering different regions. The dialogue will be hosted in the European Parliament by Istvan Ujhelyi, MEP (S&D) and includes a guided tour of the premises. It will be followed by a joint dinner with a dinner speaker. During which Elmar Brok, MEP and long-standing Chairman of the EP Committee on Foreign Affairs will share his insights and view with us.

For more information, please contact Barbara Weizsaecker: barbara.weizsaecker@exhibition-alliance.eu.

Business Beyond Borders organises its first matchmaking events



The EU-funded project Business Beyond Borders (BBB) is a new European Commission initiative to help EU businesses, in particular Small and Medium Enterprises (SMEs) and Clusters, operate internationally with the ultimate goal of increasing economic growth within and outside Europe. Business Beyond Borders was launched in late 2016 to organise a series of matchmaking events bringing SMEs and representatives from relevant clusters together with potential trading partners from Europe and abroad. The aim is to help EU businesses to move into new international markets. The following ten exhibitions and their customers benefit from this additional offer:

2017: Genera (Madrid), AUW (Cape Town), Texworld (Paris), Host (Milan), Trustech (Cannes); 2018: Fensterbau Frontale India (Delhi), FIDAE (Santiago de Chile), AMB (Teheran), Cebit Australia (Sydney), Vision (Stuttgart). Genera in Madrid (28 February – 3 March 2017) will be the first event offering a policy conference and comprehensive business meetings in the energy and renewables sector.

All event details and registration are [available here](#).

The consortium members are Eurochambres, UFI and EMECA, as well as LOW Communications. It is the first time that the major organisations supporting European companies in going international unite in a project, offering their joint expertise to the participating companies and sending a strong statement to the European Commission. The consortium began working on this 1.35 million euro contract in November 2016. The project is set to run for 2.5 years.

UFI at CEFCO

UFI continuous to support CEFCO



Photo: UFI President Dr. Andreas Gruchow at CEFCO 2017.



Photo: Renewal of the collaboration between UFI, SISO, IAEE and CEFCO.

Every January, China's CCPIT organises CEFCO, the China Expo Forum for International Cooperation. As a regular gathering of Chinese exhibition professionals, the event draws hundreds of participants for updates and exchanges on developments in the Chinese exhibition industry.

UFI has been supporting CEFCO since its beginnings 13 years back. At the opening of the 13th CEFCO conference in Macau this January, UFI President Andreas Gruchow and Wang Jinzhen, Vice Chair of CCPIT, renewed this collaboration for the coming years. UFI will continue as global co-host of the event, as will the US-based associations SISO and IAEE. In this role, our associations will continue to support the organisers, providing insights and help to attract international speakers to the event.

Speaking at the opening ceremony in Macau, Andreas Gruchow emphasised the vital role that China has in the global exhibition industry: “China’s exhibition industry has grown enormously in the past year. After huge investments into venues and businesses, China really is one of the leading exhibition markets in the world.” Gruchow urged Chinese industry professionals to share their experiences and knowledge with their international peers.

UFI Managing Director Kai Hattendorf led the first main session of the conference, a discussion on how the exhibition industry can support economic growth.

UFI joins jury

TCEB’s ASEAN Rising Awards programme

In January, the Thailand Convention and Exhibition Bureau (TCEB) concluded the third edition of its ASEAN Rising Trade Show (ART) campaign. The initiative recognises Thai B2B exhibitions with high growth potential – especially those aiming to tap into the booming ASEAN economies.

The ART campaign focuses on three strategies: 1) upgrading international Thai exhibitions in the five key industries of automotive, energy, infrastructure, food & agriculture, and health & wellness over the next three years; 2) providing financial support to exhibition organisers’ international marketing efforts; and 3) expanding the ASEAN MICE Collaboration programme to capture new markets.

UFI’s Regional Manager in Asia, Mark Cochrane, joined the panel of judges along with Rose Suwannasat from TCEB and Premporn Saisaengchan from the Thailand Exhibition Association (TEA). This year’s edition of the ART campaign attracted more than 15 submissions covering all five of the key industry categories.

TCEB will provide financial support to exhibition organisers who can pledge to draw more foreign participation to previously domestic-focused shows. The winning submissions will be announced at the annual Thailand International Exhibitions & Events Forum (TIEEF), which is also organised by TCEB and is scheduled to be held in Bangkok in a few weeks time.

UFI celebrates BIEC's 10th anniversary Bangalore (India)



Photo: UFI President Dr Andreas Gruchow hands over the silver plate as a token of appreciation for BIEC's anniversary.



Photo from left to right: Kai Hattendorf (UFI), Angela Herberholz (UFI), Dr Andreas Gruchow (UFI), Varathan Anbu (BIEC), Ravinder Sethi (R.E. Rogers) and David DuBois (IAEE).

In January, the Bangalore International Exhibition Centre (BIEC) celebrated its 10 year anniversary . BIEC showcases a venue that has helped the exhibition industry to grow in India.

“BIEC took a lead in many ways in the past ten years and has also been a catalyst for venue developments in other parts of India,” says Andreas Gruchow, UFI President. “BIEC sets a benchmark for outstanding quality standards in India and with their new hall, inaugurated for the IMTEX 2017 exhibition, the venue meets worldwide international standards”.

The 10th anniversary of the BIEC also marks the 10 year mark of UFI membership and UFI senior management was invited to share this important milestone. The celebration started with the unveiling of the experience zone called the “BIEC journey” which displayed the successful development of BIEC from 2007 until today. The festive programme was joined by:

- Jamshyd N. Godrej, Chairman - BIEC
- Parakramsinh G. Jadeja, President - IMTMA
- R.V. Deshpande, Hon'ble Minister for Large & Medium Industries and Infrastructure Department, Government of Karnataka
- Tarun Das, Former Chief Mentor - Confederation of Indian Industry (CII) & Founding Trustee, Ananta Aspen Centre
- Dr Andreas Gruchow, UFI President;
- Varathan Anbu, Director General & CEO, IMTMA & BIEC



Photo from left to right: Dr Andreas Gruchow (UFI President), Jamshyd N. Godrej (BIEC) and Varathan Anbu (BIEC).



Photo: from left to right Ravinder Sethi (R.E.Rogers) and Kai Hattendorf (UFI).

China Foreign Trade Centre Delegation visits the UFI headquarters



Ma Chunzhi, Vice President of China Foreign Trade Centre (Group), visited the UFI headquarters on 7 December 2016.

He was accompanied by Yu Mingxin (Deputy General Manager), Zhao Jianqing (Senior Manager of International Communication Department) and Lu Guoliang (Executive of International Communication Department). China Foreign Trade Centre is based in Guangzhou (China) and is the organiser of the Canton Fair.

The delegation met with Sonia Thomas, UFI Director of Operations, and Carine Sire, UFI Regional Manager Europe, and shared their views on current trends in the exhibition industry and more specifically on the relations between e-commerce and trade shows.

HR Management Committee 1st meeting in Berlin

A new UFI HR Management Committee has grown out of the former UFI Education Committee in order to address talent and HR-related questions vital to exhibition companies' future success.

The UFI HR Management Committee will implement the traditional UFI PIN strategy (promote, inform, and network) in order to raise awareness on talent and HR issues within the industry and to help businesses prepare for future challenges. In addition, the committee proposes to compare the exhibition industry's practices with those of other economic sectors, and to share best practices.

Education will remain a focus of the committee, as it is considered to be one of the most influential HR issues in the exhibition industry.

At this stage the committee also wishes to expand its membership and reach company leaders, HR directors, HR managers, and other people connected to HR Management from around the world. For this reason, most of the committee meetings will be held remotely.

Should you be interested in knowing more about the committee and its work, please contact Eleonora Robuschi at eleonora@ufi.org.

More information on the next HR Management Committee's event will follow shortly.



Photo: HR Committee.

The Global CEO Summit starts tomorrow

Global CEO Summit 8 – 10 February 2017 in Barcelona, Spain

A very exclusive group of CEOs will gather for the next few days at the iconic W Hotel in Barcelona (Spain) to discuss the risks and rewards that are driving the key challenges in our industry.

With just 125 participants, this year's Global CEO Summit has already sparked much discussion in exhibition industry circles – not least the topics to be addressed. The agenda is indeed different from past years and each topic is being approached from the angle of “good for business” and “good for....profit!”

Who better to talk about profit than someone working in the money business? Our friend and contemporary, economist Roger Martin-Fagg, will discuss the notion of risk as opposed to uncertainty: risk can be calculated using probability. Uncertainty cannot... Roger will also take a closer look at behavioural economics, and how human beings can influence politics, and even the economy.

We'll also have Ed Shedd who works for a money business, albeit in the tech, media and telecoms practice. Ed will give us a heads up on how digital can enable business makeovers, increasing the appeal for both consumer and business events. Ed will draw interesting parallels with other industries; from sports venues to shopping centres and even theme parks!

During the Summit there will be diverse topics, including diversity. As Malcolm Forbes said: “Diversity, the art of thinking independently together”. This important subject will be tackled by Gnosoulla Tsioupra-Lewis, SVP Global HR, UBM EMEA and Jenny Garrett, Founder, Reflexion Associates, because getting diversity and inclusion right is a critical part of running an efficient organisation.

Each subject during the Summit will be led by a moderator who, in their own businesses, must find that delicate balance between servicing their markets, their customers and their own teams with the commercial imperative of the business. In next month's UFI Info we'll be happy to share the highlights of the 2017 Global CEO Summit, so watch this page!





Global
CEO
Summit
a UFI / tfconnect event

Risks & Rewards

Driving Key Challenges in our Industry

Wednesday 8th – Friday 10th
February 2017
Venue: W Barcelona, Spain

UFI Diamond Sponsors





The event brings together the biggest names in the worldwide events industry for top-quality networking, high-level content and entertainment, and is exclusively for board-level executives of global exhibition and event organising companies and venues.

www.globalceosummit.net





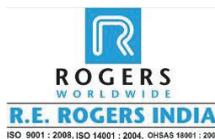
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2017 UFI Singapore Events

12th Open Seminar in Asia



UFI Open Seminar in Asia 2017
Adapting and Upgrading
23 - 24 Feb. 2017
www.ufi.org/singapore2017



The 12th edition of the UFI Open Seminar in Asia will be held this month in Singapore on 23 and 24 February. In recent years, the UFI Open Seminar in Asia has become UFI's second largest event after the annual UFI Congress.

This year more than 230 delegates are expected to gather at Suntec Singapore to network and discuss exhibition trends in Asia.

Registration for the 2017 [UFI Open Seminar in Asia](http://www.ufi.org/singapore2017) now.

In addition to the Open Seminar, the week in Singapore will feature an Education Forum on Sustainability, a meeting of UFI's Asia Pacific Chapter and a UFI Association Committee meeting.

After the closing of the Open Seminar on Friday 24 February, there will be a two-day golf tournament hosted by TCEB in Bangkok on Saturday 25 and Sunday 26 February (see page 19 for more information).

Education Forum on Sustainability



UFI Education Forum
Sustainability 2.0 21 - 22 Feb. 2017
www.ufi.org/singapore2017



Learn about successful sustainability initiatives

The UFI conference scheduled on 21 and 22 February 2017 at Marina Bay Sands in Singapore promises to be a unique opportunity to learn about successful projects initiated by different players in the event industry, whether local authorities, venues or organisers.

An international line-up of 14 speakers, all recognised for their achievements in the complex field of sustainability, will present their approaches and results.

In addition to programmed networking opportunities, several of the conference slots will allow all participants to question these experts, please view [the programme](#).

UFI will also present its recording of best practices in several areas of sustainable development and will unveil the results of its actions designed to adopt a common framework for measuring sustainability within the exhibition industry.

Full programme and registration details are available at www.ufi.org/singapore2017. The morning and lunch of the first day are limited to the first hundred registrations.

For additional information on this conference, please contact Christian Druart, Secretary of the UFI Sustainable Development Committee (chris@ufi.org).

Host & Venue



The Preferred Place To Meet

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Supporters for the Seminar




The Global Association of the Exhibition Industry

12th UFI OPEN SEMINAR IN ASIA
SINGAPORE, 23-24 FEB 2017

12th UFI OPEN SEMINAR IN ASIA
Suntec Singapore

23 February 2017, Thursday

09:00 - 10:00	Association Committee Meeting (For Invited Members Only)
10:00 - 10:30	Networking Break
10:30 - 12:00	Asia/Pacific Chapter Meeting (For Invited Members Only)
12:00 - 13:00	Chapter Meeting Lunch (For Invited Members Only)

PROGRAMME

Adapting and Upgrading

13:00 - 13:30	Suntec Singapore Venue Tour	
13:30 - 14:00	Welcome Coffee and Registration	
14:00 - 14:10	Opening of UFI Open Seminar in Asia by: Mark Cochrane , Regional Manager, UFI Asia-Pacific Office (Hong Kong)	
14:10 - 15:00	Keynote: The Story of WIT: Building an Event Brand from Scratch by: Siew Hoon Yeoh , Founder, WIT (Singapore)	
15:00 - 15:50	The Visitor Experience: How Does Asia Compare? by: Mark Brewster , CEO, Explori (United Kingdom)	
15:50 - 16:30	Networking Break	
16:30 - 17:20	Innovation Through New Event Formats by: Adam Charles , Senior Vice President, Managing Director Asia Pacific, FreemanXP (China)	
17:20 - 18:10	Singapore's MICE 2020 Roadmap Moderator: Kai Hattendorf , Managing Director, UFI (France) Panellists: Arun Madhok , CEO, Suntec Singapore (Singapore) Wee-Min Ong , Executive Director, Marina Bay Sands Pte Ltd. (Singapore) Richard Ireland , Managing Director, Asia, Clarion Events (Singapore) Janet Tan-Collis , President, SACEOS (Singapore)	   
18:10	End of Day 1 Conference	
19:00 - 22:00	Welcome Reception	

24 February 2017, Friday

08:15 - 08:45	Welcome Coffee	
08:45 - 09:00	Re-opening of UFI Open Seminar in Asia by: Mark Cochrane , Regional Manager, UFI Asia-Pacific Office (Hong Kong)	
09:00 - 09:50	Flirting with Disaster: Insights on Risk Management by: Michael Duck , Executive Vice President, UBM Asia Ltd (Hong Kong) Michael Kruppe , General Manager, SNIEC (China)	 
09:50 - 10:40	Digital Disruption on a Large Scale by: Kevin Hoong , Business Travel Lead, APAC, AirBnB (Singapore)	
10:40 - 11:10	Networking Break	
11:10 - 12:00	Panel: Asia's Changing Venue Landscape Trends Moderator: Michael Kruppe , General Manager, SNIEC (China) Panellists: Aloysius Arlando , CEO, SingEx Holdings Pte Ltd. (Singapore) Panitha Buri , Managing Director, BITEC (Thailand) Michael Kruppe , General Manager, SNIEC (China) Helen Mantellato , Business Development Manager, ICC Sydney (Australia)	   

Host & Venue:



UFI Education Forum
Sustainability 2.0 21 - 22 Feb. 2017

www.ufi.org/singapore2017



Supporting Organisations



Held in



PROGRAMME (as of 2 February)

21 February 2017, Tuesday

Optional morning and lunch (limited to the first hundred registrations)

09:30	Registration at Marina Bay Sands	
10:00	Guided tours (2 options): Marina Barrage or Marina Bay Sands	
12:00	Lunch at Marina Bay Sands	
13:30	Registration at Marina Bay Sands (for participants who don't take part in the morning programme)	
14:00	Official opening by: Kai Hattendorf , Managing Director, UFI Michael Duck , Executive Vice President, UBM Asia, Chief Representative for China, UBM Group, Former Chair, UFI Sustainable Development Committee and Moderator of the forum Andrew Phua , Director, Exhibitions and Conferences, Singapore Exhibition and Convention Bureau Benny Zin , Chief Operating Officer, Vice President – Conventions & Exhibitions, Marina Bay Sands	
14:15	Singapore's environmental sustainability in solid waste and resource management Christopher Lee , Chief Engineer (Recycling), Waste & Resource Management Department, National Environment Agency, Singapore	
14:40	Singapore MICE Sustainability Journey by: Pranav Sethaputra , Group Sustainability Consultant, MCI Group, Singapore	
15:30	Tea break	
16:00	Singapore Case Study on Successful Sustainable MICE Event: panel discussion with Louise Chua , Business Development/Project Director, Reed Exhibitions Felix Rimbach , Regional Director for Research and Development, Globibo Kevin Teng , Executive Director of Sustainability, Marina Bay Sands, Singapore	
16:45	Conclusion of the day by the moderator (UFI)	
19:00 - 22:00	Welcome Dinner FLUTES Restaurant, National Museum of Singapore	 Sponsored by: 

22 February 2017, Wednesday

08:30	Registration at Marina Bay Sands (for participants who don't take part in the programme of day 1)	
09:00	Opening of day 2 and presentation of the UFI report on Best Practices in Sustainability by: Michael Duck , Executive Vice President, UBM Asia, Hong-Kong Former Chair, UFI Sustainable Development Committee and Moderator of the forum Christian Druart , Research Manager and Secretary of the UFI Sustainable Development Committee, UFI Head Office	
09:15	Destination approach by: Jeannie Lim , Executive Director, Singapore Exhibition & Convention Bureau Moses Yen , Director, Taipei Nangang Exhibition Center (Taiwan) Choo Leng Goh , Managing Director of Plaza Athénée Bangkok, Thailand	
	Exchanging knowledge: lessons learnt and next steps. Questions & answers with the panel of speakers	
10:45 - 11:15	Networking Break	
11:15	Venue level by: Kevin Teng , Executive Director of Sustainability, Marina Bay Sands, Singapore Eric Ricaurte , CEO, Greenview, Singapore	
	Exchanging knowledge: Questions & answers with the panel of speakers	
12:30 - 14:00	Networking Lunch	
14:00	Organiser level by: Lloyd Tan , General Manager – Government & Lifestyle Group, Experia Events, Singapore Ben Wielgus , Head of Sustainability, Informa Group, London Betty Huang , Sustainability Manager-Asia, UBM Asia, Shanghai and Interim Group Sustainability Manager, UBM Group, London	
	Exchanging knowledge: Questions & answers with the panel of speakers	
15:30 - 16:00	Networking Break	
16:00	Event Sustainability Reporting by the UFI Sustainable Development Committee	
16:45	Conclusion of the forum by the moderator	
17:00	End of the day	

Save the date - UFI Operations & Services Meeting

UFI Operations & Services Focus Meeting

The venue of the future

enabling the perfect customer journey

23 – 24 March 2017
Utrecht



Host

Jaarbeurs

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Supernova (Jaarbeurs Conference Center)
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The Netherlands

- Discover the results of the UFI survey on the future investment plans for venues
- Explore the appeal of a venue through the eyes of the customer
- Learn how to ensure customer centricity, whilst optimising profit

#ufiutrecht

Open to all exhibition industry professionals involved in venue management

Find us on     

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Save the date - UFI European Conference (Open Seminar)

UFI European Conference (Open Seminar)

It's time!

10 – 12 May 2017
Cologne



Host/Venue:


- Find out and see how event & exhibition formats will evolve
- Learn and discuss what venues focus on for their future
- Meet and network with your peers from Europe and beyond

#uficologne

Open to all exhibition industry professionals

NEW EARLIER DATES

Find us on     

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An exhibition industry first in Thailand

(a contribution from TCEB)



As Nino Gruettke, Managing Director of VNU Exhibitions Asia Pacific, told us at the UFI Congress in Shanghai, there hasn't been a partnership like the one between VNU and DLG for the new Agritechnica Asia in Thailand, until today.

The two companies compete on livestock, and now they cooperate on agriculture. This new event, which hopes to emulate the success of its 400,000 sqm forebear in Hanover (Germany), is making a bid to become the region's defining event for the agricultural industry.

To stage such a partnership in Thailand makes sense for organisers of the biggest agri-business events in the world. The world's top agricultural companies want to stand out in the region, and Agritechnica Asia will bring a new platform and opportunities to the development of agriculture in Asia.

Similar to VNU's exhibition VIV where 67% of attendees are international, the show will be very much an international one. For example, the organisers are counting on Thailand's location to attract both Chinese and Indian buyers and exhibitors.

And if you've got the top 20 Chinese and Indian companies, then that solves most of the requirements for your exhibitors. Add to this participants from Korea, Thailand, Indonesia and Malaysia and you have the makings of a really wonderful show.

A local partner is crucial to turning the dream into reality. And through a variety of campaigns such as our Exhibiz in Market campaign; or the visitor promotion campaign Connect Businesses, TCEB is on-hand to support you.

#UFIChat 14 Feb 2017

Trends 2017



#UFIChat

@UFILIVE

In his latest blog post, UFI Managing Director Kai Hattendorf [@kaihattendorf](#) mentioned five exhibition industry trends to watch in 2017.

They were: growing global uncertainties, geographical polarisation of exhibitions, digitalisation, operational excellence, and business models under review.

Please join us for the monthly #UFIChat to discuss some of these trends and their possible impact on the global exhibition industry with Kai, Danica Tormohlen [@DanicaTormohlen](#) from Trade Show Executive [@TradeShowExec](#) (USA), Octavio Neto, [@octavinhoneto](#) CEO of Grupo Radar [@portalradar](#) (Brazil) and Tom Hall from Exhibition World [@ExhibitionWorld](#) (UK).

Brexit, the Trump Presidency in the US, upcoming German and French elections, and growing populism will all have an impact on our industry in 2017 and beyond. Will trade agreements be modified or eliminated all together? What can we, as an industry, do to minimise the shifting impact of government decisions and turn them into opportunities?

With large domestic markets, both China and the US have many shows that don't depend on international exhibitors and visitors to be successful. Will this continue or will these markets open up? Is this a trend foreign exhibition organisers may take advantage of?

The "same exhibition, different year" model is changing. So are the requirements for leadership. What role will Chief Digital Officers, or CDOs, play?

What kinds of changes and trends do you think will we see in 2017? On Thursday, 14 February at 10:00 EST (US), or 16:00 Paris time, please join us on Twitter, and share your thoughts! [#UFIChat](#)

UFI and Mash Media

UFI and Mash Media have signed an agreement to renew and deepen their successful co-operation



Photo: Kai Hattendorf (UFI) and Elizabeth Agostini (Mash Media)

Mash Media has been UFI's media partner for 14 years already, and both sides are working closely together to deliver the industry magazine "Exhibition World" to readers around the world.

The first edition of Exhibition World was released at the UFI Global Congress in Cairo in October 2003. Each edition contains industry news, UFI updates, in-depth features on topical issues affecting the exhibition industry, an interview with a leading exhibition industry figure, letters, a 'people on the move' section, and an action-packed social diary.

The upcoming issue will mark the shift from quarterly to bi-monthly publication. As a part of our membership services, UFI members receive copies of the magazine free of charge.

In addition to the jointly published magazine, UFI and Mash Media have adapted their agreement in line with today's busy social media users, delivering news updates in real time and working closely together on the biggest promotional campaign of our industry, "Global Exhibitions Day".

For more information visit [our website](#) or contact Angela Herberholz at: angela@ufi.org.

UFI Exhibition Management Degree (EMD)

Education boosts in Doha, Qatar – a few seats are still available! 12-16 March 2017

UFI and the Qatar Tourism Authority are organising the next UFI-EMD in Doha this March.

The UFI-EMD will focus on the exhibition industry, the principles of the meetings industry and on general management. The programme is divided into one on-site course (in Doha) and three online modules. All together 150 teaching hours will allow participants to combine different subjects according to their individual needs, hence enabling exhibition organisers, service providers and venue operators to focus on their specific areas of interest.

This onsite module in Doha will be followed by three e-learning modules which are easily adapted to suit individual learning needs and time available for studying. The UFI-EMD uses a dedicated platform for communicating with students, and for sharing information. The different study documents and material can be downloaded onto tablets, smartphones and other devices.

Matthias Baur and Prof. Joerg Beier will be lecturing the students in Qatar, whilst the online programme is supported, by various international experts working in the exhibition industry.

If you are interested in joining us, please contact us at emd@ufi.org or [register here](#).

News updates from our media partners



EMBRACING HUGE INDIAN MARKET

The 14th China Products (Mumbai India) Exhibition 2016 was held in Bombay Exhibition Center in Mumbai, India on 15 to 17 November. This year, the exhibition welcomed over 300 exhibitors in a space of 10,000 square meters, the largest of all editions. [Link](#)



2017 EXHIBITION EXCELLENCE AWARDS

Participate and Celebrate the achievements in the year gone by, at a One of Its kind Event – “Exhibition Excellence Awards”, to be held at The India Expo Mart, Greater Noida on Saturday, March 18, 2017. [Link](#)



UFI'S GLOBAL BAROMETER SHOWS FURTHER GLOBAL GROWTH AHEAD

UFI research has found that, despite an on-going slowdown in global economic growth and a decline in open trade promoters on the international stage, the exhibition industry remains geared for continued growth in 2017. [Link](#)



KENES GROUP EXPANDS IN A KEY MARKET: LATIN AMERICA

Regarded as one of the most important PCO's globally, Kenes Group with more than half a century of experience in organizing congresses and specialized conferences for medical and scientific sector, he decided to expand its horizons by opening new offices in a key market for the company: Latin America. [Link](#)



TARSUS INTENSIFIES INDONESIA ENGAGEMENT

Tarsus Group has announced several actions to intensify its engagement in Indonesia. It will launch InfraTraffic Indonesia as part of Indonesia Infrastructure Week 2017, comprising a three-day business-to-business exhibition and two-day conference programme. [Link](#)



ABRACORP PROMOTES 3RD MEETING OF THE COMMITTEE MICE

The members of the MICE Abarcorp Committee (Brazilian Association of Corporate Travel) came together with representatives of TAP and Dom Pedr. After a presentation of the companies focusing on MICE, there was a debate on the prospects of the sector from the perspective of TMC's. Among the points discussed is the MarketPlace ABRACORP MICE specifically focused page to meet the needs of this segment TMC's. [Link](#)



TRAVEL BAN COULD IMPACT TRADE SHOW PARTICIPATION

Industry organizations are making the case for a quick resolution for future travel as well as sharing information about the potential economic hit the industry might take if international partners and participants are unable to travel to the U.S. [Link](#)



ED SEVERAL LANDS NEW ROLE AT REED EXHIBITIONS AMERICAS

Ed Several, formerly senior vice president and general manager of PGA Worldwide Golf Exhibitions, has been tapped for a new role as senior vice president, integration and commercial optimization–Reed Exhibitions Americas. [Link](#)

We encourage you to share the UFI news with your communities.

If you wish to be added to the mailing list to receive UFI Info in the future, please send an e-mail with your contacts details to info@ufi.org.

To provide material or comments,
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